FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041139 **Type of Permit:** FILMING **Release Date:** 06/21/2011

Production Company GARTNER FILMS

Insured Company Name GARTNER FILMS
Contact Phone No. 1 310-899-1700
Contact Phone No. 2
Fax 310-899-1790
Address 1531 COLORADO AVE
SANTA MONICA, California 90404

Production Title FROSTED MINI WHEATS

Type of Production Commercial - Standard

Producer Helen Hollien

Director Mike Bigelow

1st AD Sean Harner

Production Manager Mark Aran

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Patrick Reinoso
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 310-899-1700

Location Assistant NA NA
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $865.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00041139
Production Company GARTNER FILMS
Insured Company GARTNER FILMS
Production Title FROSTED MINI WHEATS

Location Manager Patrick Reinoso
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 310-899-1700

Location Address 11900 Balboa Blvd, Granada Hills, CA, 91344

Location Type Market

Film Dates 6/22/2011 - 6/22/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Gartner.FrostedMiniWheats.41139.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	6
Crew	60
Spot Check	1

Filming Activities Equipment on property; Interior MOS;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 481 **Grid:** C7

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Permit #F00041139

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of GARTNER FILMS ("Principal") and am
Name of "Principal" / Production Company
authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated JUNE 20, 11 By _____ ← SIGN HERE
Representative's Signature

GARTNER FILMS
Name of "Principal" (Production Company)

PATRICK REINOSO
Print Princpal Representative's Name

LOCATION MGR.
Representative's Title (i.e. UPM, Loc Mgr)

Principal's Address

City, State, Zip Code

Principal's Telephone Number

NOT A PERMIT